

Publication Date: 03.30.2024

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Enterprise marketing initiatives

Abstract

Upon careful observation and analysis of significant shifts in the field of business management across many countries, it can be deduced that there are two distinct paradigms of business management, namely:

According to the initial notion, when there is a desire to enhance output, a comprehensive analysis is conducted on all the components involved in the manufacturing process.

Additionally, market research and forecasts are incorporated into the second aspect, alongside the examination of these elements.

Contemporary productions are confronted with a sales dilemma due to mass production, as the supply exceeds the need. The quantity of unsellable products poses a predicament. The governing bodies must decide whether to sell these items and release funds for their re-inclusion in the reproduction process.

In order to address these issues, a novel ideology emerged, known as marketing. This is the methodology through which prosperous organizations effectively address sales challenges. The marketing method has transformed the attitudes and practices of firms, aligning them with the market and consumers. Organizations prioritize the needs and wants of consumers and adjust their products and business strategies in accordance with these orientations. Adopting such a strategy enables you to make rapid advancements, setting yourself apart from individuals who have failed to grasp the fundamental nature and significance of marketing.

Marketing is a contemporary strategic ideology that has transformed the conduct and outward manifestation of businesses in pursuit of their objectives. The distinction resides in the fact that, through marketing, the firm prioritizes the consumer as the focal point of all its objectives, plans, strategies, and actions rather than solely focusing on its own profit-driven interests. Customers' needs, wants, and desires serve as the main guiding principles for the enterprise's production and business activities.

Keywords: Structure, Non-Volatile Memory, inflation, trade balance, unemployment, labor market, monetary-credit policy, etc.



The research objective

The evolution of the commercial economy also impacts the modifications and alterations of the conventional approach to the theory and implementation of marketing.

Historically, marketing has primarily prioritized maximizing revenue. Contemporary marketing prioritizes establishing relationships with all relevant stakeholders, particularly consumers, in order to foster customer engagement.

Hence, the company's marketing endeavors encompass not only the advancement of production and service but also the establishment of a conducive environment, effective internal and external communication, and the satisfaction of consumer needs and desires. This is done with the objective of boosting the sales of products and services and ensuring long-term profitability.

In a modern company, it is necessary to create a high-quality product, establish a suitable pricing strategy, and ensure its availability to consumers. Furthermore, firms must also engage in communication with their intermediaries, consumers, and the general public.

Promotion is a method of conveying information and facilitating communication between the manufacturer and the consumer. The purpose of his duty is to communicate, reinforce, and persuade the consumer to respond to the organization's products. The response can manifest as an acquisition, a shift in perspective, or a physical exertion, such as visiting a retail establishment.

Promotion is the sole communicative tool that, when combined with marketing instruments, plays a crucial role in the overall commercial success of other aspects of the marketing offer. Efficiently communicating the needs is essential for resolving the customer's difficulty during the purchase selection process.

Research methodology

The selection of methodology is crucial in scientific research as it ensures the application of appropriate scientific procedures to the research subject.

This work focuses on the comprehensive theory and analysis of research findings, with particular attention to the integration of theoretical and practical aspects.

In order to fulfill the fundamental criteria of objectivity, security, generality, and systematization, a range of methods have been employed to address the unique nature of the research subject. This includes conducting research on scientific-theoretical knowledge, relevant literature, and contemporary work practices.

The marketing mix

The marketing mix refers to the assortment of managed marketing tools employed by a firm to get the desired amount of sales. The marketing mix encompasses all the marketing functions involved in the development of a company's marketing plan. The prevailing categorization of marketing mix elements, or marketing mix functions, in literature is commonly grounded on the 4Ps, which include:

1. The item
2. Cost
3. Advancement and
4. A nation or sovereign state.

Companies often modify their marketing mix based on variations in national culture, economic growth, standards of the tourist product, and distribution methods.

An effective marketing mix involves strategically incorporating supplementary activities or components to present the product or service to the market in the most advantageous manner, with the aim of attaining the company's objectives. Marketing tools are employed for strategic marketing objectives. To optimize results in the face of competition, it is essential to ensure that manufacturing is efficient, costs are appropriate, distribution is strategic, and promotional efforts are effective. Every component of the marketing mix must be excellent and aligned with the preferences and requirements of consumers.

Production, or the creation of goods or services, is a key component of the marketing mix. It is an essential tool used to support marketing efforts.

The product, that is to say. The product or service that the company provides in the specific market.

The output is a culmination of the collective endeavors of all corporate personnel to align with the market's requirements and expectations. The existence of buyers and consumers is not predicated on specific things but rather on the fulfillment derived from the utilization of these products.

Production/product is an exceptionally dynamic component of the marketing mix. The product has significant potential for refinement, modification, and change. Production refers to the tangible outcome of human effort intended for sale in order to fulfill the demands or wants of consumers. The initiation of product manufacturing and invention should be based on the specific requirements and desires of consumers, which have significant importance.

The product mix, also known as assortment, refers to the complete range of product lines and commodities that a specific provider provides to customers in the market. Its width, depth, line length, and consistency are indicators of the product mix.

The fundamental differentiating characteristics of the product pertain to its design, quality, production functioning, brand, packaging, labeling, and production-related services.

The protective mark is equally significant as the name, since it safeguards both the producer and the buyer from potential counterfeiting. It also differentiates the items from similar or identical ones, ensuring the quality of production.

The design should primarily enhance the connectivity and discernment of the qualitative characteristics of the product's construction, with the aim of enticing consumers. Industrial design refers to the activities that involve creatively applying scientific knowledge from the field of art, utilizing painting techniques, engineering knowledge, and the ability to shape and define a product and its concept.

Design encompasses the visual, functional, and qualitative aspects of shaping the living environment of a community. The primary objective of design is to establish a connection between consumer preferences and the product. He must guarantee the product's color, appearance, style, and functionality are harmonious. An adept designer must possess a comprehensive understanding of the product's functionality, possess expertise in marketing and product aesthetics, and be well-versed in the desires, requirements, and behaviors of consumers. Quality can be described as the overall and distinctive presence of a product or service, determined by its capacity to fulfill the requirements of consumers. The term quality encompasses various product attributes, including durability, precision, reliability, safety, ease of use, functionality, and user value.

The purpose of a brand is to differentiate a product from others in the market, including those that are identical, as well as provide details regarding the product's provenance and supplier. A product brand refers to the designation, symbol, or amalgamation thereof that serves the purpose of distinguishing the goods or services of a producer or group of producers from those of their competitors.

A brand refers to a name, sign, symbol, drawing, or combination thereof that is used to distinguish the products and services of a seller or group of sellers from those of their competitors.

Establishing the company's mission

Each corporate entity has its own distinct objective. Initially, every company establishes a distinct mission, but with time, this mission may become obscure due to the introduction of new goods and expansion into different industries. The user's text is empty. These questions provide unambiguous guidance on the behavior of the company's organizational team, such as:

- What is our occupation?
- Who is the ultimate consumer of our product?
- What are the key factors that buyers appreciate in our company?
- What is the direction of our business?

What should the appearance and structure of our business be like?

These apparently uncomplicated inquiries pose significant challenges for the organization to address. The mission statement embodies the fundamental reason for the company's existence and outlines its desired accomplishments within the business landscape. It serves as an influential force that directs and motivates employees across various teams to successfully fulfill their organizational responsibilities.

When devising the mission, managers should consider three fundamental elements:

The organization's historical background.

- its unique benefits and advantages

The operational context.

It is imperative to differentiate the production mission from the business objective, as organizations commonly describe themselves based on their activities and outputs, such as stating, "We manufacture furniture."

Research on a specific case.

The primary objective of this research is to gather comprehensive data on the financial status of families in Kosovo as well as their level of satisfaction with the businesses from which they obtain their supplies. Specifically, the study aims to determine the significance of the Kosovar basket in their overall expenses.

Justifications

This report contains the findings of a survey conducted on 70 customers who made purchases at the "VIVA-FRESH" company in Gjilan. The poll was conducted from June 12 to June 17, 2014, with each interview lasting an average of 10–15 minutes. The surveys were carried out via in-person interviews with the consumers.

The age group of 19–30 years is the primary focus throughout the interview process due to their high consumption of the products and services offered by the company "Viva-Fresh."

The provided text is "SAMPLE".

The study involved participants who were questioned on-site at this company's premises. This sample has been deemed representative and comprehensive to more accurately reflect consumer sentiment. The individuals surveyed are of adult age. The respondents comprise individuals of both genders, including men and women from various professions such as lawyer, economist, technologist, administrative officer, teacher, inspector, translator, police officer, seller, cashier, laboratory technician, pharmacist, doctor, worker, housewife, photographer, student, nurse, pupil, and others. The number of respondents in our study is a highly representative sample that accurately reflects customers' purchasing behavior over a one-month period.

The predetermined sample size consisted of 70 responders.

Approach

I performed this interview with individuals who happened to be passing by and were consumers of the product, using a random selection method. The level of transparency and honesty exhibited by the customers' responses is really satisfactory. Consequently, the overwhelming majority of respondents favor this firm due to its lower prices compared to its sister companies. Additionally, this business's service is good, which encourages customers to buy more of the products it sells.

Additional discoveries made during the interview, which also play a crucial role in the decision to acquire products, include:

- Typically, they personally handle the purchasing.

Information regarding the expiration date and country of origin of the products is required.

- Product quality,
- Typically, they meticulously arrange their purchases beforehand.
- have limited knowledge of product standards,
- Typically, they employ big trolleys for shopping.

The price of a product plays a crucial role in the decision-making process of consumers when making a purchase.

- Printing materials and promotional offers, among other things.

SUGGESTIONS

Irrespective of their size, most organizations face a common issue: exorbitant rates. Expensive prices are perceived as a hindrance to achieving sales objectives.

The primary focus of the "VIVA-FRESH" company is to prioritize the customer and ensure they are at the forefront of all work activities. Hence, to fulfill this pledge, the corporation must be apprised of

the viewpoints, attitudes, and issues of clients, along with the caliber of the services it provides. This information serves as a roadmap for the company "VIVA-FRESH" to strategically address consumer complaints and enhance certain parts of its services that are causing dissatisfaction or lower levels of satisfaction among consumers.

Purchasers boast about their triumphant acquisitions but also express frustration with the inadequacy of a product or service.

Marketing must consider the various forms of communication with consumers, including the methods and conditions of communication as well as the motivations of individuals. This includes providing information about the product, offering advice, opinions, and suggestions related to the brand, and sharing information about consumer experiences.

Summary

To effectively confront the intense competition in the Kosovo market under the current circumstances and the situation of our economy, we cannot afford to be complacent. The new conditions demand that we adopt a proactive approach in the market, which entails:

- To further enhance the level of service provided to customers,
- To arrange more frequent awareness initiatives targeting consumers,
- enhancing the efficacy of addressing complaints (if any) and client inquiries,
- Wide variety and superior quality of items,
- Promotion of services and products,
- procurement and dissemination of promotional materials,
- Persistent market competition is characterized by competitive pricing, among other factors.

These are essential components that must be fulfilled to ensure client satisfaction and guarantee the success of the organization.

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